

UTAH COUNTY

EXPENDITURES	1995	1996	1997	Explanation
Administrative	\$372,840	\$293,621	\$387,268	salaries, benefits, materials, supplies, & services
Miscellaneous	\$35,419	\$2,235	\$9,149	capital outlays (non-brick & mortar)
Total Promotional:	\$177,141	\$120,320	\$139,417	advertising and promotion
Advertising				
Brochures				
Contributions				
Fam Tours				
General Promotional				
Shows				
Signs				
Travel Region				
Brick and Mortar (Operations):				
Construction Expense				
Visitor Center Operation				
Transfers Out		\$27,000		
Total Expenditures	\$585,400	\$443,176	\$535,834	
REVENUES				
Tax Commission TRT Report*	\$649,447	\$722,388	\$821,400	
County TRT Report*	\$685,835	\$723,773	\$803,387	
Other Revenues	\$12,745	\$13,057	\$12,032	
Percent Adm./Misc./Promo/Transfers	100.00%	100.00%	100.00%	
Percent Brick and Mortar	0.00%	0.00%	0.00%	

* A reporting difference in Transient Room Tax between the Tax Commission and Counties can be attributed to both a 1.5 % charge by the Tax Commission and cyclical reporting issues.